Survey of Attitudes and Purchase Habits of Consumers of Housewares Products

A 1979 Profile of the American Housewares Consumer

Conducted for the National Housewares Manufacturers Association
by Bee Angell & Associates, Inc.

A7980-1

NHMA
NATIONAL HOUSEWARES EXPOSITION

Serving the Housewares Industry since 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

1324 Merchandise Mart • Chicago, Illinois 60654 • Telephones (312) 644-3333/644-6363

INCORPORATED
NOT FOR PROFIT

OFFICERS

PRESIDENT

G. W. Orr
Oster Corp.
Milwaukee, Wisconsin

VICE PRESIDENT

John M. Bissell
Bissell, Inc.
Grand Rapids, Michigan

TREASURER

Arnold H. Dreyfuss
Farberware
Sub. of Walter Kidde Co., Inc.
Bronx, New York

MANAGING DIRECTOR
AND SECRETARY

Ronald A. Fippinger
1324 Merchandise Mart
Chicago, Illinois

DIRECTORS
Includes officers and

Cooper Adams
Gem, Inc.
Memphis, Tennessee

H. David Dalquist
Nordic Ware
Div. of Northland Aluminum Products, Inc.
Minneapolis, Minnesota

Richard P. Ellwood
Anchor Hocking Corp.
Lancaster, Ohio

Daniel C. Ferguson
Newell Cos., Inc.
Freeport, Illinois

Jerry Kearns
Eagle Affiliates
Div. of A P L Corp.
Brooklyn, New York

Robert Mariani
Acme Frame Products, Inc.
Chicago, Illinois

Philip D. Miller
Howard Miller Clock Co.
Zeeland, Michigan

Charles R. Snyder
Rubbermaid, Inc.
Wooster, Ohio

Carl G. Sontheimer
Cuisinarts, Inc.
Stamford, Connecticut

EXECUTIVE COMMITTEE

G. W. Orr, Ch.
John M. Bissell
Arnold H. Dreyfuss
Richard P. Ellwood

July 1979

TO MEMBERS OF THE HOUSEWARES INDUSTRY:

The National Housewares Manufacturers Association is pleased to present this "Survey of Attitudes and Purchase Habits of Consumers of Housewares Products: A 1979 Profile of the American Housewares Consumer."

This second comprehensive consumer study undertaken by the NHMA for the entire industry provides a penetrating measure of today's consumer attitudes toward, and buying habits for, the myriad products made and sold by America's $27 billion housewares business—and compares them with the 1974 consumer profile of the NHMA's initial study five years ago.

We hope this current in-depth study of attitudes and purchase patterns of housewares consumers in today's marketplace will prove of great value, indeed, to all segments of housewares marketers.

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

Ron Fippinger

Ronald A. Fippinger, Managing Director

RAF:lc

Table of Contents

	Page
Introduction	3
Purpose of the Research	4
Method of the Research	5
Perspective on the Research Findings	8
Overview of the Findings	9
Section I—Image of the Housewares Industry in Comparison to Five Other Consumer Industries	13
Section II—The Relative Importance of Six Factors on the Purchase of Housewares Products	16
Section III—Attitudes toward Six Specific Housewares Product Categories	23
A. Consumer Perceptions of the Quality of Housewares Products	23
B. Expected Durability for Small Electric Appliances	24
C. Expected Product Guarantee Period for Housewares Products	24
Section IV—The Purchase of Housewares	26
A. Consumer Perceptions of the Relative Cost of Housewares Products	26
B. Preferred Purchase Patterns for Housewares Products	26
1. Type of Store	27
2. Suburban versus Downtown Shopping	28
3. Self Service versus Sales Clerks	28
C. Purchase Decision Patterns	29
1. Spontaneity of Purchase	29
2. Spouse Participation in the Purchase Decision	29
D. New Product Information Sources	30
E. The Purchase of Housewares as Gifts	30
Section V—Color and Decor Preference Trends	34
A. The Role of Color in the Purchase Decision Process	34
1. Incidence of Color Coordination	34
2. Preferred Color Treatment	35
B. Household Color Trends	37
1. Kitchen Color Trends	37
2. Bathroom Color Trends	39
C. Kitchen Decor Trends	39
Section VI—Life-Style Trends	42
A. Frequency of Eating Out at Restaurants	42
B. Frequency of Ordering In from Carry-Out Restaurants	42
C. Incidence of Outdoor Barbecues	43
D. Ownership of a Microwave Oven	44
E. Ownership of Other Housewares Products	44
1. Cook and Bakeware Items	44
2. Small Electrical Appliances	44
Section VII—Sample Composition	46

Introduction

In 1974, the National Housewares Manufacturers Association commissioned a consumer survey to assess the attitudes of the American public toward housewares.

The study addressed such issues as the prevailing attitudes toward product quality, pricing and value, color and design choices, as well as shopping patterns.

Due to the diversity of products represented by the housewares industry, the research focused on six categories, representing over two-thirds of the industry's sales:

Small Electrical Appliances
Serving and Buffet Products & Accessories
Cook and Bakeware Items
Outdoor Products & Accessories
Bathroom Accessories
Kitchen Tools & Gadgets

In 1979, five years following the original research, the survey was repeated. The results of the 1979 survey, including comparisons with the 1974 findings, are summarized in the following report.

Purpose of the Research

The primary objective of this study was to determine the prevailing attitudes and habits of the American consumer, as they relate to the purchase of housewares products.

In addition, the study offered a unique opportunity to assess changes in consumer behavior from 1974 to 1979.

Within this context, specific areas of inquiry included the following:

- Relative position of the housewares industry, in comparison with five other consumer products industries, in terms of responsiveness to consumer needs.
- Determination of the relative importance of various factors on the purchase of housewares.
- Evaluation of six housewares categories in terms of . . .
  - . . . perceived quality
  - . . . perceived value
- Exploration of shopping preference patterns.
- Identification of consumer preference for new product information sources.
- Investigation of color and decor trends.
- Assessment of changes in consumer life-style habits.

Method of the Research

The current study is based on a sample drawn randomly from the National Family Opinion consumer panel of 90,000 nationally representative households.

As in the 1974 survey, the information was gathered using a mail-questionnaire, sent to 2,000 randomly selected households.

In total, approximately three-fourths (1,525) of the recipients of the eight-page questionnaire responded. Of these, 1,443 returns were tabulated and analyzed.

Unlike the 1974 survey, where each participant was asked to address three of the six subject categories, the current study was designed to obtain product information from each participant for all six categories. As a result, the respective data bases for the 1979 study are larger, and less subject to sampling errors than the 1974 study. The bases for the two studies were as follows:

Method of the Research (Con't)

Number of Participating Respondents

	1979 Survey	1974 Survey
Small Electrical Appliances	1,416	730
Serving and Buffet Products & Accessories	1,411	718
Cook and Bakeware Items	1,411	741
Outdoor Products & Accessories	1,402	743
Bathroom Accessories	1,421	745
Kitchen Tools & Gadgets	1,422	764
Total	1,443	1,503

The 1,443 completed questionnaires were edited for response consistency and coded to accommodate computer tabulation of the responses.

Method of the Research (Con't)

The primary criteria utilized in the tabulation and analysis of the 1979 survey data were the following:

Income	Low	Under $10,000
	Medium	$10,000-$20,000
	High	Over $20,000
Age	Younger	Under 40
	Middle	40-50
	Older	Over 50
Family Size	Smaller	1-2 family members
	Medium	3-4 family members
	Larger	5 or more family members
Employment	Employed	Working outside the home
	Not Employed	Not working outside the home
Market Size	Small Towns	Under 500,000
	Medium Size Cities	500,000 to 2,000,000
	Larger Cities	Over 2,000,000

The computer tabulation of the findings provided the basis for the summary presented in this report.

The design, implementation and analysis of the two studies were conducted by Bee Angell & Associates, Inc., an independent national marketing research organization, in close cooperation with the National Housewares Manufacturers Association.

Perspective on the Research Findings

As indicated in the introductory sections, the studies summarized in this report were undertaken to accomplish two primary objectives.

To provide a profile of consumer attitudes in 1979.

To present changes in consumer attitudes that have taken place during the five years since 1974.

To be properly interpreted, such an assessment should take into account background events that have taken place since the 1974 survey.

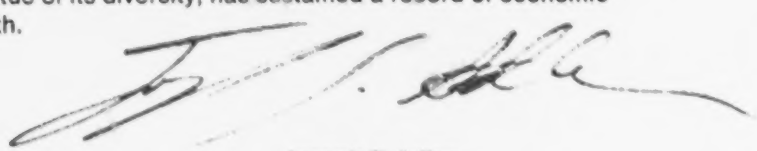
The benchmark study was conducted during March-April, 1974. Since then, a number of events have occurred, which may have influenced the public mood and, in turn, consumer attitudes.

Paralleling these events have been sustained inflationary pressures, and a steady decline of the strength of the American dollar. The accumulated rate of inflation during the five year period was 48%. Furthermore, the threat of an impending recession continued to undermine consumer confidence.

Against this backdrop, the findings of the current survey suggest an attitude of decreased consumer confidence in the economy. This may be most evident in the rise in the importance of "Price," as it impacts on consumer behavior.

Other manifestations of these attitudes include the increased expectation for more durable products and longer product guarantees, the preference for perceptively more economical discount store and self-service shopping, as well as other, related phenomena.

In the face of adverse economic circumstances and increasingly discriminating consumers, the Housewares Industry, by virtue of its diversity, has sustained a record of economic growth.



Joseph S. Adler
President
Bee Angell & Associates, Inc.

Overview of the Findings

The following overview highlights those findings most pertinent to the survey objectives and which may be of greatest interest to the Housewares Industry.

- In the five years since this survey was first implemented, consumer perceptions of the stature of the Housewares Industry, in terms of responsiveness to consumer needs relative to five other consumer goods industries, remained the same. It was positioned behind the Food and Clothing Industries, and ahead of the Automobile, Furniture and Toy Industries.

- The relative importance of "Price" in influencing housewares purchase decisions has increased significantly since 1974 for most housewares categories.

  For Bathroom Accessories, "Color/Design" has remained the most important factor.

  During the same period, the relative importance of "Brand Name" for Small Electrical Appliances has declined significantly.

- Of six designated housewares product categories, Cook and Bakeware Items and Serving and Buffet Products & Accessories were given the highest product quality ratings. Outdoor Products & Accessories were rated lowest.

- The 1979 survey indicates that durability expectations for Small Electrical Appliances are somewhat longer than those mentioned in the 1974 survey. 49% expect such products to last ten years or longer.

- According to the current survey, consumers expect longer product guarantees than was the case five years ago. In most instances, the expectation was that guarantees should exceed one year.

- Kitchen Tools & Gadgets are perceived by most consumers as reasonably priced. On the other hand, more than a third of the sample indicated that Serving and Buffet Products & Accessories are usually expensive.

  The greatest changes in price perceptions were reported for Small Electrical Appliances and Outdoor Products & Accessories.

- In 1979, the majority of the respondents indicated that for Serving and Buffet Products & Accessories, they prefer Department Stores over Discount Stores.

  While Department Stores were also the preferred choice for Bathroom Accessories, the mention of Discount Stores for these products increased significantly since 1974.

  For the remaining four product categories, Discount Stores were consistently the preferred choice.

  The preference for suburban over downtown shopping remained unchanged since 1974.

  In addition, preference for "self service" over "sales clerks" increased for virtually every product category since the previous survey. However, for Serving and Buffet Products & Accessories, the majority still prefers "sales clerks'" assistance.

Overview of the Findings (Con't)

• Except for Kitchen Tools & Gadgets, the purchase of all other categories was reported to be "planned in advance" rather than "on impulse."

The mention of spouse participation in the purchase decision increased somewhat for Cook and Bakeware Items and for Serving and Buffet Products & Accessories. For Small Electrical Appliances and Outdoor Products & Accessories, the incidence of spouse participation declined.

• "In-store displays" were reported to be the most important source of new product information for most products. However, for Small Electrical Appliances, "television commercials" were mentioned most frequently.

In addition, "newspaper advertisements" were cited as an important source for information on Outdoor Products & Accessories.

Reliance on "television commercials" for product information was reported most often by lower income segments, whereas "women's magazines" were cited more often by the higher income households. Reliance on "newspaper advertisements" was most prevalent by older respondents.

• The reported incidence of the purchase of housewares items as gifts declined in the past five years.

The average amounts reported spent on the six designated product categories, when bought as gifts, were as follows:

Kitchen Tools & Gadgets	$ 7.97
Cook and Bakeware Items	12.86
Bathroom Accessories	13.14
Serving and Buffet Products & Accessories	16.82
Outdoor Products & Accessories	16.99
Small Electrical Appliances	19.15

• Most respondents indicated that they try to coordinate the color of housewares items with their kitchen or bathroom colors. This was most common for Bathroom Accessories and Serving and Buffet Products & Accessories.

The mention of preference for "Pastel" colors increased during the past five years, while "Bold" colors declined.

In addition, given a choice between "Solid" and "Decorated" color treatment, the reported preference was for "Solid," unchanged since the previous survey.

• In terms of color scheme trends, the popularity of yellow as a primary kitchen color is increasing, while green appears to be declining.

For the bathroom, blue remains the leading color. However, the mention of brown has been increasing as well. The popularity of pink/rose has declined.

Section I

Image of the Housewares Industry in comparison to Five Other Consumer Goods Industries

To monitor shifts in consumer attitudes over time, the respondents were asked to rank-order the manufacturers of six different consumer goods industries on the basis of their "responsiveness to consumer needs." The six industries were:

- Automobiles
- Clothing
- Food
- Furniture
- Housewares
- Toys

Those manufacturers "felt to be most responsive" were given a rank of "1," while those viewed as "least responsive" were given a rank of "6." Accordingly, the lower scores reflected more positive consumer disposition.

In total, the Housewares Industry was ranked third in terms of its "responsiveness to consumer needs," behind the Food and Clothing Industries.

The Food Industry was ranked "1st" (most responsive) by 47% of the sample, while only 5% ranked it "6th" (least responsive).

The ranking of the Housewares Industry clustered around the mid-point (3.50), with an average ranking of 3.49. 10% ranked it "1st," while 5% ranked it "6th."

The Toy Industry was ranked "1st" by only 9%, as compared to 45% who ranked it "6th."

	Food	Clothing	House-wares	Automobiles	Furniture	Toys
1st	47%	11%	10%	18%	6%	9%
2nd	21	27	17	14	13	8
3rd	13	19	22	14	21	10
4th	8	18	23	12	28	11
5th	6	15	23	16	23	17
6th	5	10	5	26	9	45
Average Industry Rank*	2.21	3.28	3.49	3.71	3.76	4.55

*1.00 = Most responsive to consumer needs
6.00 = Least responsive to consumer needs
3.50 = Mid-point

Better rankings were given the Housewares Industry by the following consumer segments:

	Average Rank
Higher income households	
Over $20,000	3.49
Under $10,000	3.61
Younger respondents	
Under 40	3.40
Over 50	3.62
Participants in larger cities	
Over 2,000,000	3.34
Under 500,000	3.62

Apparently, the best image of the Housewares Industry is maintained by the younger and more affluent residents of the larger metropolitan areas.

Since 1974, the relative position of the Housewares Industry remained essentially unchanged. In fact, all six industries maintained the same relative positions, with the Food Industry maintaining its "1st" position and the Toy Industry remaining "6th." It is noteworthy, however, that while maintaining their relative positions, the average ranks for three of the six industries changed by statistically significant margins.

The average responsiveness rank for the Food and the Clothing Industries declined.

The average responsiveness rank for the Toy Industry improved from 4.81 to 4.55.

	Average Industry Rank*		
	1979	1974	Difference
Food	2.21	2.04	−.17
Clothing	3.28	3.16	−.12
Housewares	3.49	3.58	+.09
Automobiles	3.71	3.61	−.10
Furniture	3.76	3.80	+.04
Toys	4.55	4.81	+.26

*1.00 = Most responsive to consumer needs
6.00 = Least responsive to consumer needs
3.50 = Mid-point

Section II

The Relative Importance of Six Factors in the Purchase of Housewares Products

SECTION II—The Relative Importance of Six Factors on the Purchase of Housewares Products

In both the 1974 and 1979 studies, the participants were asked to indicate the relative importance of six factors regarding the purchase of each of the six designated product categories. The factors were the following:

Brand Name
Color/Design
Price
Selection
Sizes
Warranty

In virtually every instance, "Price" was ranked as the most important factor. Furthermore, for most product categories, its relative importance increased since the 1974 study.

- For Bathroom Accessories, "Price" was ranked "1st" (most important) by 32% in the current survey, versus 28% in 1974.

- For Cook and Bakeware Items, 34% ranked "Price" most important, as compared to 26% in 1974.

- For Serving and Buffet Products & Accessories, the relative importance of "Price" increased from 28% in 1974 to 35% who ranked it "1st" in 1979.

- The ranking of "Price" as most important for Small Electrical Appliances rose from 29% to 37%.

- "Price" was ranked "1st" by 41% in 1974 and 42% in 1979, remaining essentially unchanged for Kitchen Tools and Gadgets.

- "Price" was given greater relative importance for Outdoor Products & Accessories than for any of the other categories. It was cited as the most important factor by 49% in 1979, and by 44% in the previous study.

However, in addition to the importance of "Price," other factors were also ranked as important in influencing the purchase decision.

- For Bathroom Accessories, "Color/Design" was given higher importance ratings (43% "1st") than "Price" in both the 1974 and the 1979 studies.

• In 1974, "Brand Name" was cited as most important for Small Electrical Appliances by 43%, while "Price" was noted by 29%. In 1979, the relative importance of "Price" increased to 37%, while "Brand Name" decreased to 33%. Nonetheless, "Brand Name" remains an extremely important factor in the purchase of Small Electrical Appliances.

Further analysis of these rankings points to a number of instances where the relative importance of some of the factors correlated highly with demographic criteria.

Price
For all six product categories, the highest importance rankings attributed to "Price" were given by those respondents in the lower income and the younger segments. Furthermore, in a number of instances, larger households ranked "Price" higher than their smaller household counterparts.

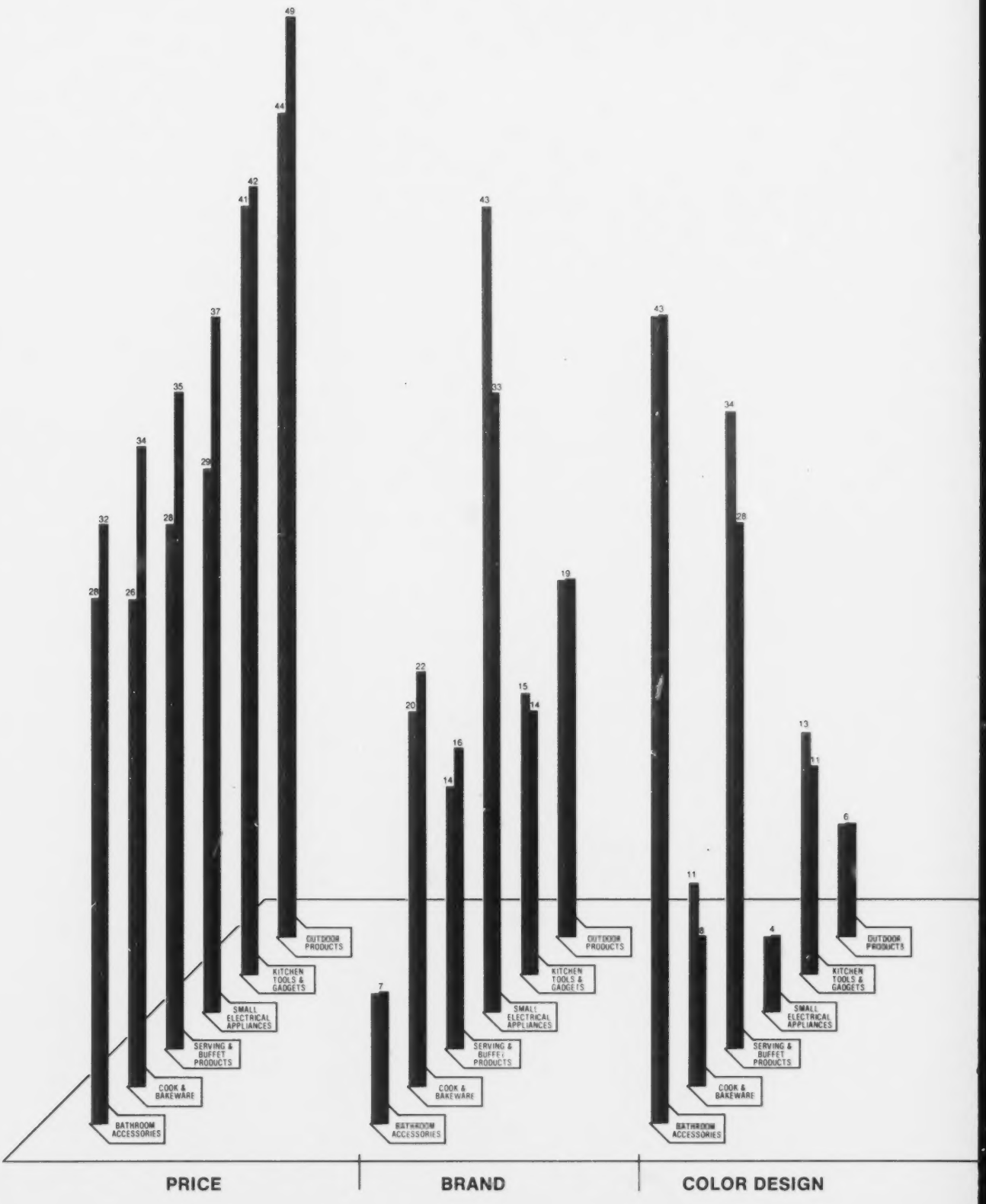
Also, for Outdoor Products & Accessories, "Price" was ranked particularly high by those respondents living in smaller communities.

Brand Name
In most instances, "Brand Name" was reported to be more important to the older respondents with smaller households. Their younger counterparts generally regarded "Brand Name" as less important.

Color/Design and Selection
Both "Color/Design" and available "Selection" were reported to be more important to the higher income segments.

Furthermore, "Color/Design" was reported to be important by the younger respondents, especially for Serving and Buffet Products & Accessories and for Bathroom Accessories.

Warranty
Overall, product "Warranty" was not regarded as a particularly important factor. However, it was given consistently higher ratings by the lower income household segments.


49
44
42
41
37
35
34
32
29
28
26
28
BATHROOM ACCESSORIES
COOK & BAKEWARE
SERVING & BUFFET PRODUCTS
SMALL ELECTRICAL APPLIANCES
KITCHEN TOOLS & GADGETS
OUTDOOR PRODUCTS
7
22
20
16
14
43
33
19
15
14
BATHROOM ACCESSORIES
COOK & BAKEWARE
SERVING & BUFFET PRODUCTS
SMALL ELECTRICAL APPLIANCES
KITCHEN TOOLS & GADGETS
OUTDOOR PRODUCTS
43
11
8
34
28
4
13
11
6
BATHROOM ACCESSORIES
COOK & BAKEWARE
SERVING & BUFFET PRODUCTS
SMALL ELECTRICAL APPLIANCES
KITCHEN TOOLS & GADGETS
OUTDOOR PRODUCTS
PRICE
BRAND
COLOR DESIGN

Change in the Relative Importance of Six Product Factors

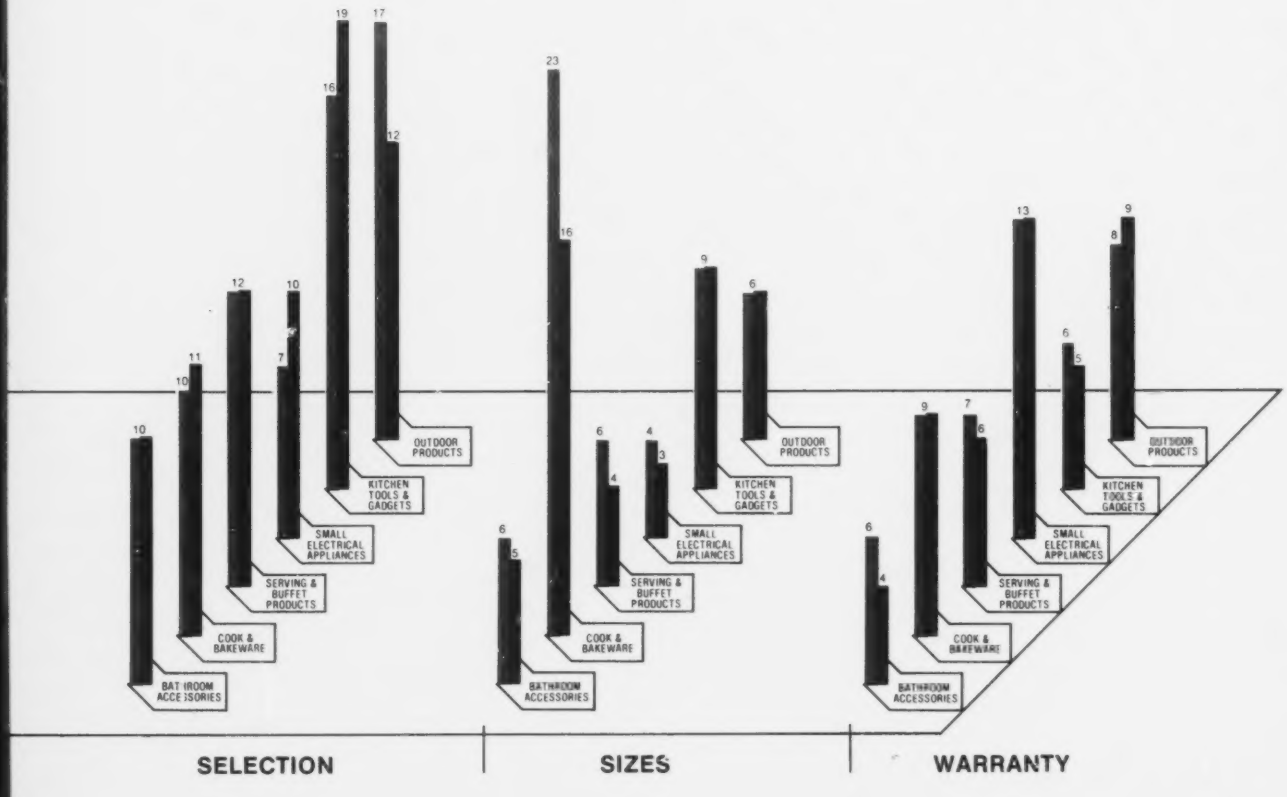
1974-1979

Incidence of "Most Important" Rank

Key

1974

1979



Section III

Attitudes toward Six Specific Housewares Product Categories

SECTION III—Attitudes toward Six Specific Housewares Product Categories

A. Consumer Perceptions of the Quality of Housewares Products

For each of the six designated product categories, the respondents were asked to indicate how well they felt the respective products were made.

In comparison to the previous study, the relative rank-order for the six categories remained the same. The quality of Cook and Bakeware Items and Serving and Buffet Products & Accessories was rated highest, while Outdoor Products & Accessories were rated lowest.

However, the ratings for all six categories declined.

	Incidence of Mention of "Made Very Well"	
	1979	1974
Cook and Bakeware Items	28%	35%
Serving and Buffet Products & Accessories	26	30
Small Electrical Appliances	18	21
Kitchen Tools & Gadgets	17	19
Bathroom Accessories	14	19
Outdoor Products & Accessories	10	14

Furthermore, in the 1979 study, satisfaction with the quality of these products was more prevalent among the "older" respondents and those with the "smaller households." The "younger," "larger household" respondents reported generally lower product quality ratings.

B. Expected Durability for Small Electrical Appliances

For one of the six categories, the respondents were asked to indicate how frequently they expected to have to replace the products—Small Electrical Appliances.

9% of the respondents indicated that they expected these items to be replaced "every two years," while another 42% stated "every five years."

The "higher income" and "older" segments indicated longer durability expectations.

In addition, the current survey indicates that durability expectations in 1979 for Small Electrical Appliances are somewhat longer than those reported five years earlier. 49% expected these products to last "ten years or longer," as compared with 42% reported in 1974.

	Incidence of Mention	
Expect to Replace	1979	1974
Every two years	9%	7%
Every five years	42	51
Every ten years	34	30
Over ten years	15	12

C. Expected Product Guarantee Period* for Housewares Products

The current survey indicates that in 1979, more people expect longer guarantees for their products than was the case five years earlier.

In most instances, the majority stated that they expect product guarantees to exceed one year.

	Incidence of Mention of "Two Years," "Five Years" or "Life"	
	1979	1974
Kitchen Tools & Gadgets	36%	28%
Bathroom Accessories	47	39
Small Electrical Appliances	55	46
Outdoor Products & Accessories	56	47
Serving and Buffet Products & Accessories	55	51
Cook and Bakeware Items	57	57

It is also noteworthy that in the 1979 survey, for Serving and Buffet Product & Accessories and for Cook and Bakeware Items, approximately 20% of the consumers indicated that they expect "lifetime guarantees." For the remaining categories, "lifetime guarantees" were noted by 5-7%.

The longest guarantee expectations for all categories were reported by the "lower income" and the "older" segments.

*The term "guarantee period" is intended to connote the expected duration of responsibility for the product, assumed either by the manufacturer or the retailer, as perceived by the consumer.

Section IV

The Purchase of Housewares

A. Consumer Perceptions of the Relative Cost of Housewares Products

The consumers participating in the survey were asked to indicate for each of the six categories whether they felt that the respective products were "usually inexpensive," "reasonably priced," "not reasonably priced" or "usually expensive."

Of the six categories, Kitchen Tools & Gadgets were reported by 73% to be "usually inexpensive" or "reasonably priced." Serving and Buffet Accessories, in turn, were most often (37%) said to be "usually expensive."

	Kitchen Tools & Gadgets	Small Electrical Appliances	Cook & Bakeware Items	Outdoor Products & Accessories	Bathroom Accessories	Serving & Buffet Products & Accessories
Usually Inexpensive	10%	3%	3%	4%	3%	4%
Reasonably Priced	63	52	49	40	41	47
Not Reasonably Priced	16	22	21	26	25	22
Usually Expensive	11	23	27	30	31	37

During the five years since 1974, the most significant shift in consumer price perceptions occurred for Small Electrical Appliances, where the incidence of mention of "reasonably priced" or "usually inexpensive" declined from 74% to 55% in 1979. The mention of reasonable pricing declined from 58% to 43% for Outdoor Products & Accessories.

	Incidence of Mention of "Usually Inexpensive" or "Reasonably Priced"		
	1979	1974	Difference
Kitchen Tools & Gadgets	73%	82%	− 9%
Small Electrical Appliances	55	74	−19
Cook and Bakeware Items	52	59	− 7
Outdoor Products & Accessories	43	58	−15
Bathroom Accessories	44	52	− 8
Serving and Buffet Products & Accessories	41	47	− 6

B. Preferred Purchase Patterns for Housewares Products

In both the 1974 and the 1979 surveys, the respondents were asked to indicate their preference in terms of the choice of stores, as well as the purchase decision process, for the designated six product categories.

1. Type of Store

Discount Stores were the preferred choice for the purchase of Kitchen Tools and Gadgets (53%) and Small Electrical Appliances (53%).

On the other hand, Department Stores were cited by 57% as the preferred choice for the purchase of Serving and Buffet Products and Accessories. They were also cited by 47% for Bathroom Accessories, as compared to the 40% who cited Discount Stores.

For Outdoor Products and Accessories, 46% indicated preference for Discount Stores, while 30% mentioned Hardware Stores.

	Kitchen Tools & Gadgets	Small Electrical Appliances	Cook & Bakeware Items	Outdoor Products & Accessories	Bathroom Accessories	Serving & Buffet Products & Accessories
Discount S ores	53%	53%	47%	46%	40%	33%
Department Stores	24	33	36	20	47	57
Hardware Stores	10	10	10	30	6	6
All Others	13	4	7	4	7	4

The preference for Discount Store shopping is somewhat more prevalent among the "younger" and "larger family" segments. On the other hand, Department Stores were mentioned somewhat more often by the "older" respondents, especially for Kitchen Tools and Gadgets.

For Serving and Buffet Products and Accessories, and for Bathroom Accessories, the preference for Department Stores was comparable for all age segments.

The mention of Discount Stores was generally comparable across the various "market size" segments. Department Stores, however, were reported more often by the "larger city" segments, whereas Hardware Stores were most often reported in the "smaller towns."

Since 1974, a number of significant patterns in consumer preference between Discount and Department Stores emerged.

For Kitchen Tools and Gadgets and for Small Electrical Appliances, the relative preference for Discount Stores over Department Stores remained essentially unchanged.

For Cook & Bakeware Items, the attitude toward Discount Stores shifted from parity to a 47% to 36% preference over Discount Stores.

For Bathroom Accessories, the gap is narrowing. In 1979, 47% indicated preference for Department Stores, while 40% mentioned Discount Stores (50% and 32% respectively in 1974).

For Serving and Buffet Products & Accessories, Department Stores remained the preferred choice.

	Incidence of Mention of Discount Stores		Department Stores	
	1979	1974	1979	1974
Kitchen Tools & Gadgets	53%	48%	24%	21%
Small Electrical Appliances	53	52	33	32
Cook & Bakeware Items	47	39	36	41
Outdoor Products & Accessories	46	48	20	16
Bathroom Accessories	40	32	47	50
Serving and Buffet Products & Accessories	33	29	57	56

2. Suburban versus Downtown Shopping

In addition to the preference by the type of store, the respondents were asked whether they preferred buying the respective housewares products in suburban or in downtown stores.

Overall, the predominant preference was for suburban shopping, reported consistently by over two-thirds of the respondents. This pattern has remained unchanged since the previous study.

In addition, the preference for suburban shopping related directly to a number of demographic variables. It was most prevalent among "higher income" households, among women who are "employed" and among residents in the "larger cities."

	Incidence of Mention of "Prefer Suburban Stores"	
	1979	1974
Kitchen Tools & Gadgets	73%	72%
Bathroom Accessories	71	69
Cook and Bakeware Items	71	70
Serving and Buffet Products & Accessories	65	67
Small Electrical Appliances	72	71
Outdoor Products & Accessories	74	75

3. Self Service versus Sales Clerks

In the 1974 survey, preference for "self service" over assistance by "sales clerks" when purchasing housewares, was reported most frequently for Kitchen Tools & Gadgets. This was again evident in the 1979 survey.

Furthermore, preference for "self service" increased in all categories.

The greatest increase was for Small Electrical Appliances, which rose from 41% to 53%.

The only category for which less than half (48%) indicated preference for "self service" was Serving and Buffet Products & Accessories.

	Incidence of Mention of "Prefer Self Service"	
	1979	1974
Kitchen Tools & Gadgets	76%	73%
Bathroom Accessories	58	51
Cook and Bakeware Items	63	60
Serving and Buffet Products & Accessories	48	44
Small Electrical Appliances	53	41
Outdoor Products & Accessories	55	47

C. Purchase Decision Patterns

For each of the six categories, the respondents were asked whether the purchases are typically "planned in advance" or "impulsive," and whether or not the spouse is consulted.

1. Spontaneity of Purchase

The pattern established in the previous study remained essentially unchanged. Only Kitchen Tools & Gadgets was reported less frequently (55%) to be a "planned" purchase. For the remaining categories, as many as nine out of ten respondents reported that the purchases are "usually planned in advance."

	Incidence of Mention of "Usually Planned in Advance"	
	1979	1974
Kitchen Tools & Gadgets	55%	57%
Bathroom Accessories	89	93
Cook and Bakeware Items	84	87
Serving and Buffet Products & Accessories	89	88
Small Electrical Appliances	95	95
Outdoor Products & Accessories	91	88

2. Spouse Participation in the Purchase Decision

As in the 1974 survey, the majority of the respondents indicated that for Kitchen Tools & Gadgets and for Cook and Bakeware Items, they typically do not consult their spouse.

Although prevalent, the mention of spouse participation for Small Electrical Appliances and for Outdoor Products & Accessories declined since the previous study.

	Incidence of Mention of "Usually Consult Spouse"	
	1979	1974
Kitchen Tools & Gadgets	19%	16%
Bathroom Accessories	42	41
Cook and Bakeware Items	31	26
Serving and Buffet Products & Accessories	53	46
Small Electrical Appliances	65	73
Outdoor Products & Accessories	74	82

The incidence of spouse participation in purchase decisions was lowest among those women who are employed.

D. New Product Information Sources

The participants in the 1979 survey indicated that they consider "in-store displays" to be their most important source of information on what is available or new in the designated housewares categories. Such displays were most important for Bathroom Accessories (58%).

The highest importance incidence attributed to "television commercials" was for Small Electrical Appliances (32%).

"Newspaper advertisements" were especially important for Outdoor Products and Accessories (39%).

The mention of "television commercials" was generally highest among the "lower income" segments, whereas "women's magazines" were more often cited by the "higher income" segments. On the other hand, "newspaper articles" and "advertisements" were mentioned most often by the "older respondents."

	Kitchen Tools & Gadgets	Small Electrical Appliances	Cook & Bakeware Items	Outdoor Products & Accessories	Bathroom Accessories	Serving & Buffet Products & Accessories
In-Store Displays	53%	38%	46%	46%	58%	52%
Television Commercials	20	32	20	23	10	16
Newspaper Advertisements	21	27	21	39	24	23
Ads in Women's Magazines	17	16	21	8	19	20
Articles in Women's Magazines	15	15	17	8	13	15
Newspaper Articles	7	10	9	11	7	8

E. The Purchase of Housewares as Gifts

Cook and Bakeware Items, Small Electrical Appliances and Serving and Buffet Products and Accessories were the most frequently cited housewares products that are purchased as gifts.

The highest average prices paid for those items, when bought as gifts, were reported for Small Electrical Appliances, at an average price of $19.15. 51% of those respondents indicated that they usually spend $20.00 or more.

On the other hand, the only category where the average amount spent was under $10.00 was Kitchen Tools and Gadgets.

	Kitchen Tools & Gadgets	Small Electrical Appliances	Cook & Bakeware Items	Outdoor Products & Accessories	Bathroom Accessories	Serving & Buffet Products & Accessories
Buy as gifts	40%	54%	57%	13%	28%	51%
Price usually spent						
Under $ 5.00	22%	—%	3%	1%	2%	1%
$ 5.00- 9.99	39	2	23	13	19	11
10.00- 14.99	25	19	36	33	41	33
15.00- 19.99	7	27	15	13	15	16
20.00- 24.99	5	24	12	21	13	18
25.00 or more	3	27	10	20	9	22
Average Price Paid	$7.98	$19.15	$12.87	$16.99	$13.14	$16.82

The purchase of Kitchen Tools and Gadgets as gifts tended to be among the "lower income," somewhat "older," "smaller household" segments.

Small Electrical Appliances and Serving and Buffet Products & Accessories were most often bought as gifts by the "higher income" segments.

In addition, the "younger" respondents reported buying Cook and Bakeware Items and Small Electrical Appliances as gifts more often than their older counterparts.

The incidence of purchasing the designated categories as gifts declined since the 1974 survey. The most significant decline was in the mention of Serving and Buffet Products & Accessories.

	Incidence of Mention of "Purchase Housewares as Gifts"	
	1979	1974
Kitchen Tools & Gadgets	39%	52%
Bathroom Accessories	28	39
Cook and Bakeware Items	57	62
Serving and Buffet Products & Accessories	51	65
Small Electrical Appliances	54	66
Outdoor Products	13	18

While the incidence of purchase declined, the average amount usually spent when buying these items as gifts increased from 29% for Small Electrical Appliances to 69% for Bathroom Accessories. During the same period, the accumulated annual inflation rate was 48%.

	Average Price Paid		%
	1979	1974	Increase
Kitchen Tools & Gadgets	$ 7.97	$ 5.08	57%
Bathroom Accessories	13.14	7.78	69
Cook and Bakeware Items	12.86	9.10	41
Serving and Buffet Products & Accessories	16.82	10.97	53
Small Electrical Appliances	19.15	14.83	29
Outdoor Products	16.99	12.01	41

Section V

Color and Decor Preference Trends

A. The Role of Color in the Purchase Decision Process

For four of the categories, the respondents were asked whether they usually try to coordinate color with their decor, and for their preference in terms of color treatment.

1. Incidence of Color Coordination

For Bathroom Accessories, virtually all of the participants indicated that they try to coordinate colors. For Serving and Buffet Products & Accessories and for Cook and Bakeware Items, the majority also indicated that they try to coordinate the purchase with their kitchen decor.

On the other hand, for Kitchen Tools & Gadgets, the incidence of mention of color coordination declined from 84% in 1974, to 69% in 1979.

	Incidence of Mention of "Try to Coordinate with Decor"	
	1979	1974
Kitchen Tools & Gadgets	69%	84%
Bathroom Accessories	98	99
Cook and Bakeware Items	76	76
Serving and Buffet Products & Accessories	89	90

2. Preferred Color Treatment

The preferred color treatment varied among the four product categories. However, for all four categories, the mention of "Bold Colors" declined while the reported preference for "Pastel Colors" increased.

The most frequently mentioned treatment for Kitchen Tools & Gadgets in 1979 was "Stainless Steel/Metallic Tones."

	Color Preference for Kitchen Tools & Gadgets	
	1979	1974
Stainless Steel/Metallic Tones	48%	38%
Bold Colors	21	28
Pastel Colors	21	18
Wood-like Appearance	10	20

For Bathroom Accessories, the mention of "Pastel Colors" increased from 55% to 64%.

	Color Preference for Bathroom Accessories	
	1979	1974
Pastel Colors	64%	55%
Bold Colors	26	35
Wood like Appearance	8	7
Stainless Steel/Metallic Tones	3	5

While the mention of "Stainless Steel/Metallic Tones" for Cook and Bakeware Items remained unchanged at 51%, "Pastel Colors" were reported by 24%. Correspondingly, "Bold Colors" declined from 33% to 20%.

	Color Preference for Cook and Bakeware Items	
	1979	1974
Stainless Steel/Metallic Tones	51%	51%
Pastel Colors	24	17
Bold Colors	20	33
Wood-like Appearance	5	3

For Serving and Buffet Products & Accessories, the mention of "Pastel Colors" increased from 41% to 54%. Correspondingly, the mention of "Bold Colors" declined by 14%.

	Color Preference for Serving and Buffet Products & Accessories	
	1979	1974
Pastel Colors	54%	41%
Stainless Steel/Metallic Tones	19	22
Bold Colors	17	31
Wood-like Appearance	10	11

In addition to the above, the participants were also asked to indicate whether they prefer "Solid" or "Decorated Colors" for the four product categories.

No particular changes in the reported preference for "Solid Colors" were evident since the 1974 survey. For Kitchen Tools & Gadgets, approximately four out of five participants reported preferring "Solid Colors." For Serving and Buffet Products & Accessories, the choice was equally divided between "Solid" and "Decorated Colors."

	Incidence of Mention of "Prefer Solid Colors"	
	1979	1974
Kitchen Tools & Gadgets	79%	80%
Bathroom Accessories	60	61
Cook and Bakeware Items	71	74
Serving and Buffet Products & Accessories	50	51

Main Color	Other Colors	Kitchen Colors: Current 1979	Current 1974	Future 1979	Future 1974
Yellow and:		**23%**	**20%**	**28%**	**26%**
	Brown	33	16	27	16
	Green/Avocado	35	31	29	29
	White/Off-White	30	25	31	26
	Orange/Cantaloupe	21	24	24	24
	No "Other" color	5	8	11	14
Green/Avocado and:		**22%**	**22%**	**16%**	**19%**
	White/Off-White	28	30	30	26
	Yellow	31	24	27	26
	Orange/Cantaloupe	22	18	20	19
	Gold/Harvest Gold	15	15	11	19
	Brown	19	10	17	11
	No "Other" color	10	13	13	14
Gold/Harvest Gold and:		**11%**	**7%**	**8%**	**7%**
	Green/Avocado	38	37	31	37
	Brown	33	20	24	24
	Orange/Cantaloupe	27	22	20	30
	White/Off-White	23	12	28	17
	No "Other" color	8	9	8	11
White/Off-White and:		**11%**	**8%**	**11%**	**11%**
	Green/Avocado	33	26	19	30
	Yellow	26	14	20	20
	Brown	14	13	19	4
	Gold/Harvest Gold	11	13	10	9
	Red	11	12	12	16
	Orange/Cantaloupe	9	14	19	13
	No "Other" color	10	10	12	10

B. Household Color Trends

In both the 1974 and the 1979 studies, the participants were asked to describe their kitchen and bathroom(s) in terms of current, as well as anticipated color schemes.

While the color descriptions are based on the respondent's own words and consequently are not necessarily precise, they nonetheless provide insights into potential color trends.

The information is presented on the basis of the following:

Current Colors

The main and other colors currently in the respondent's kitchen and bathroom(s).

Future Colors

The main and other colors the respondent anticipates using if she were to redecorate the kitchen and/or bathroom(s).

1. Kitchen Colors Trends

The reported kitchen colors indicated increased preference for Yellow (23% current to 28% for redecorating). Correspondingly, the popularity of Green as a main kitchen color has declined.

The mention of Brown and White/Off-White as the colors accompanying Yellow increased. These colors were also cited frequently as the complement for Gold/Harvest Gold.

Main Color	Other Colors	First Bathroom Colors				Second Bathroom Colors			
		Current		Future		Current		Future	
		1979	1974	1979	1974	1979	1974	1979	1974
Blue and:		**20%**	**14%**	**24%**	**18%**	**18%**	**13%**	**20%**	**17%**
	White/Off-White	57	50	48	53	48	53	49	47
	Green/Avocado	13	11	11	17	12	17	8	25
	Gold/Harvest Gold	12	12	8	7	5	7	7	7
	No "Other" color	16	16	23	19	18	16	16	17
Green/Avocado and:		**15%**	**14%**	**13%**	**13%**	**16%**	**14%**	**14%**	**12%**
	White/Off-White	39	34	36	36	46	52	47	45
	Yellow	24	13	26	18	17	15	15	22
	Gold/Harvest Gold	21	20	9	20	8	14	9	16
	Brown	13	5	13	3	7	3	8	2
	No "Other" color	10	16	13	17	14	13	16	15
Pink/Rose and:		**14%**	**20%**	**10%**	**12%**	**10%**	**10%**	**5%**	**9%**
	White/Off-White	45	42	52	37	50	49	30	50
	Green/Avocado	15	16	14	16	14	17	15	11
	No "Other" color	16	17	14	23	20	18	22	20
White/Off-White and:		**13%**	**15%**	**14%**	**17%**	**17%**	**17%**	**17%**	**17%**
	Blue	21	22	22	25	30	12	24	14
	Green/Avocado	19	20	17	23	25	24	22	24
	Yellow	12	9	13	9	7	9	10	9
	Gold/Harvest Gold	11	15	14	18	13	15	14	21
	Pink/Rose	11	16	11	15	7	11	10	10
	No "Other" color	19	13	16	9	13	16	16	13
Yellow and:		**10%**	**9%**	**10%**	**9%**	**10%**	**12%**	**11%**	**13%**
	White/Off-White	34	31	33	31	39	27	39	34
	Green/Avocado	31	27	35	24	34	35	30	43
	Brown	18	12	21	14	13	13	19	16
	Orange/Cantaloupe	12	13	15	19	18	25	12	21
	No "Other" color	10	10	15	17	18	10	16	6

2. Bathroom Color Trends

Blue remains the leading bathroom color. While it was mentioned by 14% in 1974 for the first bathroom, 20% cited it as their current color in 1979. Furthermore, of those who expect to redecorate, 24% indicated preference for Blue,compared with 18% in 1974. A similar preference pattern was reported for the second bathroom.

The color most frequently cited as accompanying Blue was White/Off-White.

The popularity of Green/Avocado and Pink/Rose as prime bathroom colors declined, both in terms of their current use,as well as future redecorating colors.

In addition to the above, the popularity of Brown as a second, complement color, particularly with Yellow, has increased significantly.

C. Kitchen Decor Trends

In the current survey, 57% of the participants indicated that their kitchen "has a particular theme or decor." In the 1974 survey, this was reported by 64%.

The decor style mentioned most often was "Modern" (29%). This decor theme was more prevalent among the "lower income" and "older" respondents.

"Early American" was more prevalent among the "more affluent" and "younger" respondents with "larger families."

	Incidence of Mention of Specific Decor Styles	
	1979	1974
Have specific kitchen decor/theme	57%	64%
Modern	29	31
Early American	24	25
Spanish/Mediterranean	3	6

Section VI

Life-Style Trends

In addition to the investigation of attitudes, purchase patterns and color/decor preferences of the American consumer, the research was also intended to provide indications of life-style trends, particularly in areas that may bear on the purchase and use of housewares products.

A. Frequency of Eating Out at Restaurants

In the five years since 1974, the reported incidence and frequency of eating out at restaurants increased significantly.

Eating out was most prevalent among the "higher income," "older," "smaller household" segments, where the female head of household "works outside the home."

	Incidence of Mention of "Eat-Out at Restaurants"	
	1979	1974
Once a week or more	36%	28%
Once every few weeks	27	26
Once a month	11	11
Less than once a month	26	35

B. Frequency of Ordering In from Carry-Out Restaurants

The incidence of ordering in from carry-out restaurants remained essentially unchanged since the 1974 survey. Only one out of three respondents indicated that they order in once a month or more.

Ordering in was most prevalent among the "younger" and "higher income" consumer segments.

	Incidence of Mention of "Order-In from Carry-Outs"	
	1979	1974
Once a week or more	9%	8%
Once every few weeks	16	18
Once a month	9	10
Less than once a month	66	64

C. Incidence of Outdoor Barbecues

In the 1974 survey, 79% of the sample indicated that they own an outdoor barbecue grill. Of these, 72% used charcoal, and the rest were gas (6%) or electric (1%).

In the current survey, 74% reported owning an outdoor barbecue grill. Of these, 62% were charcoal, 10% gas and 2% electric.

	Incidence of Mention of "Own an Outdoor Barbecue"	
	1979	1974
Own an Outdoor Barbecue Grill	74%	79%
Charcoal	62	72
Gas	10	6
Electric	2	1

The incidence of ownership was highest among the "younger" and "more affluent" consumer segments.

Approximately a fourth (24%) of the sample indicated that they barbecue outdoors "once a week or more." On the other hand, 48% in 1979 stated that they barbecue less than once a month.

The changes since the 1974 survey were not significant.

	Incidence of Mention of "Barbecue Outdoors"	
	1979	1974
Once a week or more	24%	22%
Once every few weeks	18	19
Once a month	10	11
Less than once a month	48	49

In this context, it is noteworthy that 40% indicated that their home includes a patio, and one out of twenty (5%) reported that they have a swimming pool.

D. Ownership of a Microwave Oven

The reported incidence of ownership of microwave ovens in 1979 was 13%. 21% of the microwaves were reportedly bought during the past year.

	Incidence of Owning a Microwave Oven
Own a Microwave Oven	13%
Length of time owned	
Less than one year	21%
One year	13
Two years	23
Three years	16
More than three years	27
Average length of ownership	2.5 years

Another 15% of the sample indicated that they expect to buy a microwave during the "next two years."

In addition, 10% stated that they own cookware that is specifically designed for use in a microwave oven.

The incidence of ownership of microwave ovens was highest among those whose income was over $20,000 (22%), age 40-45 (19%), and among those with larger families (19%). It was also high among those women who are employed outside the home (18%).

E. Ownership of Other Housewares Products

To better understand the reported attitudes of the participants, the composition of the current sample was determined, including a number of questions pertaining to ownership of a number of specific housewares products.

1. Cook and Bakeware Items

More than half (55%) of the respondents indicated that they own non-stick cookware.

85% stated that they own a matching set of cookware.

2. Small Electrical Appliances

The reported ownership of various small electrical appliances was as follows:

	Incidence of Ownership
Electric Blender	85%
Drip Coffee Maker	53
Smoke/Fire Detectors	48
Food Processor	13
Burglar Alarms System	4

Section VII

Sample Composition

The composition of the 1,443 households participating in 1979 closely approximated the population of the United States. Their demographic profile follows:

Area of the Country	Sample Composition	U.S. Census
New England	6%	6%
Middle Atlantic	18	17
East North Central	18	19
West North Central	8	8
South Atlantic	17	16
East South Central	7	6
West South Central	10	10
Mountain	4	5
Pacific	12	13
Population of Metropolitan Area		
Over 2,000,000	24%	27%
500,000-2,000,000	24	25
50,000-499,999	17	16
Under 50,000	35	32
Age of Respondent		
Under 30	25%	25%
30-39	19	22
40-49	17	18
50-59	17	17
60 and over	22	18
Family Size		
One to two members	44%	38%
Three members	22	22
Four members	18	21
Five or more members	16	19

Education of Respondent	Sample Composition	U.S. Census
Grammar School	6%	5%
High School	53	53
College or higher	41	42
Education of Male Spouse		
Grammar School	11%	9%
High School	38	41
College or higher	39	43
No Male Spouse	12	7
Employment of Respondent		
Not employed	58%	58%
Employed	42	42
Full-time	27	26
Part-time	15	16
Type of Dwelling Unit		
Single family dwelling	81%	82%
Multi family dwelling	13	12
Other	6	6
Household Income		
Under $8,000	31%	22%
$8,000-$13,999	27	22
$14,000-$19,999	21	25
$20,000 and over	21	31
Median Income	$12,104	$14,958